Introduction

The Japan Foundation is a specialized public organization founded in 1972 with the purpose of promoting international understanding through cultural exchange. It has carried out programs in a variety of fields, engaging in international dialogue through arts and cultural exchanges, promoting Japanese language education overseas, and supporting Japanese studies and intellectual exchange. In order to enhance the understanding of Japanese arts and culture through the visual arts, the Foundation collaborates with overseas museums on a wide range of exhibitions from traditional to contemporary arts.

As part of our visual arts programs, we organize travelling exhibitions with artworks from our own collection that tour countries throughout the world. The content of these exhibition is diverse, ranging from paintings and photographs to Japanese dolls, craft, and design. Currently, more than 20 of these travelling exhibitions are underway around the world, and the response from viewers is very favorable.

The exhibition "Japanese Design Today 100" was first organized in 2004 and has been touring the world for the last ten years. This is a newly organized version of the same exhibition, featuring 100 of the finest examples of Japanese design with a focus on everyday products. It combines superbly designed products of recent years with a group of modern designs from the 1950s through the 1990s that had a significant influence on the design of today.

The design of household products acts as a mirror, reflecting the life of our society and the personal lifestyles of individuals. These designs give a vivid picture of the hopes and dreams of the people who use the products as well as the designers and corporations who create them. We hope that this exhibition will increase visitors' knowledge of the recent trends and features of Japanese design and at the same time give them insights into the nature of today's Japanese culture.

March 2014
The Japan Foundation

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Exhibition unit:
TORAFU ARCHITECTS

Exhibition graphics and pamphlet:
TAKAIYAMA inc.

Notes

- Photographs in the catalogue may differ from the objects on display in some cases.
- The dates given are, in principle, the dates when the design was first applied to a product.
- Japanese names are presented in the western manner, with the given name first, followed by the family name.

Observing Contemporary Japanese Culture in 100 Designs

Hiroshi Kashiwagi

In 2013, Japan's Mt. Fuji was registered as a World Heritage Site and Japanese cuisine was designated as an Intangible Cultural Heritage. As a result, many people will be likely to get their ideas about Japanese culture from Mt. Fuji and Japanese food.

It seems to me, however, that the people of the world could get more information about the diversity of contemporary Japanese life and culture by looking at Japanese design. There are many informative aspects to product design, the technology that makes it possible, its function, the structure that adapts it to its application, and the users' taste in materials, form, and color.

There are many possible ways to solve problems of technology, function, and structure as it relates to use. Even such simple items as bottle openers and paper clips can be designed in a wide variety of ways. The function of some of the products in this exhibition may not be immediately apparent because a novel design solution has been found to the problem they pose.

Some product designs follow recent global trends, others carry on Japanese tradition, and others reflect mass taste. The composite or complex features of a product design reflect the culture of the people who create and use it.

When we travel, we look at buildings, products displayed in stores, and people's clothing at our destination. Most of these things have been designed by someone, and they can teach us a great deal about the culture of a place.

This exhibition presents 100 objects, 89 product designs that can be seen in Japan today and 11 products that are characteristic of Japanese product design over the last several decades. It has been estimated that there are almost 20,000 products that we use regularly in everyday life, so by comparison 100 is not a large number. I believe, however, that these 100 product designs give us a good picture of many aspects of contemporary Japanese culture.

The 100 designs gathered here include mass or popular design as well as what is known as high design. Not all of them have the hard-edged, clean lines typical of modern design; many have more supple forms typical of traditional crafts. These differences reflect the tendency of current Japanese design.

This exhibition can be approached as a case study of Japanese design or it can be enjoyed in a more casual way as if taking a trip to a foreign country.

The Designscape of Contemporary Japan

Masafumi Fukagawa

Many wonderful products are being created in Japan with refined techniques, a marvelous sense of beauty, and accurate apprehension of the needs of users. These products are also based on careful observation and deep understanding of the life, culture, and perceptions of people living in contemporary times. By looking at the group of designs selected for this exhibition it is possible to get a good overall picture of Japanese life today. I would like to use the word “designscape” to refer to this picture and I have chosen to describe it in terms of three characteristics of Japanese designers that are a driving force in making contemporary Japanese design what it is.

1. Attention

If we look at the products displayed here, we find that many of them reveal careful attention to the environments or situations where they may be used and to the potential users. There are eco-cars created with care for the earth’s environment, products designed to cope with emergency situations such as natural disasters, devices that help people unable to walk gain greater mobility, and electronic gadgets that can withstand the most severe conditions of use. Design ideas that are congenial and helpful to both human beings and their environment are a part of the general historical progress of our times, penetrating into various fields of endeavor. It is possible to see how contemporary Japanese design is dealing with important issues that need to be resolved in today’s society and how designers are aspiring to create a better relationship between the world and human beings through their products.

2. Perfectionism

In spite of the growing trend of digitalization, Japanese designers are carrying on the spirit and techniques of traditional crafts in order to open up new and unique territories in the field of design. Some examples of this tendency are a table lamp created with lacquerware techniques, an elegant frying pan fabricated with traditional iron casting technology, and modern decorative items made with handmade Japanese paper. Products manufactured with traditional techniques and materials with an emphasis on handwork are still a part of our daily lives. At the same time, fastidious craftsmanship is found in fully contemporary products such as digital watches with precisely crafted metal parts and delicately formed and finished prosthetic legs for handicapped athletes. The skillful construction of compact devices like the Walkman® is another modern application of traditional perfectionism. Other examples are an electronic synthesizer that can be held in the palm of the hand, a small, light single-lens reflex camera, and high quality mini-cars. Precision products created with the traditional spirit of perfectionism continue to be developed and produced in Japan today.

3. Connections

The communications network that has spread throughout the world due to the progress of digital technology has caused design to be more involved with making connections. The information revolution has had a huge influence on the design process and expanded its possibilities. For example, regional manufacturers with knowledge of time-proven techniques and young designers from the major cities can make instant contact through the Internet and collaborate to produce high-quality products with innovative designs. This kind of collaboration has enabled the emergence of design hotspots throughout the country where new products are created through better human connections. These connections are spreading beyond national borders and extending throughout the world, becoming a powerful energizing force in contemporary design.

The three factors described above are signposts that I have selected to depict the current condition of Japanese design. As you experience the exhibition, I hope that you will see how these factors, which are directly and indirectly connected, have helped produce the characteristic designscape of contemporary Japan.

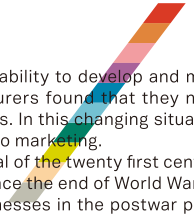
Regional Production Centers and Japanese Design

Shu Hagiwara

Japanese design is strengthened by its relationship to places known for the manufacture of particular products throughout the country. Some of these production centers go back to the Edo period (1603-1867) and others were established after World War II. Most of them have a special relationship to geographical features of the region. Centers of pottery production are generally found in places with good deposits of clay suitable for making ceramics. Woodworking centers are usually located in areas of abundant forest resources. Paper-making centers have often been established near good sources of pure water. Of course, there are many areas where factories are built for economic reasons or because of accessibility to markets. Most production centers are located outside of the major cities, and they are characteristically found in regions with plentiful natural environments.

Beginning around 2000, designers have found more opportunities to work in these regional production centers. In the 1990s, as the inflationary bubble economy reached its limit, many Japanese were motivated to fundamentally reassess their lives. A growing number of young designers became interested in traditional crafts and techniques based on local customs and conditions in their own country. They wanted to engage in their profession in places where craftsmen were still at work, and they became concerned with issues that transcended superficial image or style. Designers and makers formed trusting relationships and took the necessary time in working together to develop good products. Their approach was different from the usual creation of designs that emphasizes following fashionable trends or satisfying the market.

The designers who have been working in regional production centers are concerned with how the products are to be presented and sold as well as with the actual design, and they have opened up new marketing routes. In the past, wholesalers performed most of the task of marketing and distribution; manufacturers simply made what they were told by the wholesaler. Once the products were made, their job was done. As the tastes of consumers became more diversified, it was impossible to sell products with the same mass marketing methods as before. The wholesalers' diminishing ability to develop and market products became apparent, and manufacturers found that they needed to think more about marketing themselves. In this changing situation, designers also began paying more attention to marketing.



The arrival of the twenty first century meant that more than 50 years had passed since the end of World War II. Manufacturers who had established their businesses in the postwar period had to give way to a new generation. Small and medium-sized enterprises in regional production centers were often family businesses, and in many cases they were taken over by sons or their daughters' husbands. These new managers, who had not experienced the period of rapid growth and the subsequent economic bubble, returned to a pure and honest approach to making of things. Looking at the market objectively, they began to collaborate effectively with designers. Concrete results of their efforts began to appear during the second decade of the century when their modest ventures began achieving success. Without going beyond their means, they used a combination of traditional techniques, cutting-edge technology, and new materials to develop products suited to contemporary life. Regional production centers are quietly being reorganized and revitalized with the aid of design.

The Craftsman's Spirit and Contemporary Design

Noriko Kawakami

Japanese product design is characterized by thinking creatively to give the customer what he wants. Good examples are the Nikon F of 1959, which integrated an array of excellent functions in a refined overall design that was easy to use, and the Walkman® WM-2 of 1981, a product that initiated an entirely new lifestyle. The spirit embodied in those products is still alive in the products of today. At the same time a vigorous effort is being made to solve the problems of the present.

Some of the most urgent issues facing us today are environmental degradation and diminishing supplies of natural resources. One company that is working on these problems has developed a new chemical cycle that restores polyester materials without degrading quality. This is an epoch-making advance, a world first. By recycling rather than manufacturing new polyester, this process can significantly reduce energy consumption and carbon dioxide emissions. Even more exciting are the efforts being made by designers to improve recycled materials to provide customers with elegant, beautiful, and practical products. A good example is a lamp shade utilizing an unwoven textile made entirely of fibers from recycled plastic bottles. In addition to being environmentally friendly, this lamp shade, which is folded into shape by hand, produces delicate effects of light and shadow that bring the sensibility of traditional Japanese lighting into the present. This product is designed in a way that appeals to people's sensibilities as well as being environmentally friendly.

Japanese designers are also making a steady and continuous effort to make life more pleasant with better electrical appliances. An interesting example is a fan that creates a refreshing air current that resembles a natural breeze with a totally new mechanism that differs from the conventional blades used in fans and greatly reduces the consumption of electrical power. It was developed by a small venture business started by a few individuals. The creation of successful products by small companies and design offices is an important feature of recent Japanese design.

Another important trend is the effort being made by designers to reactivate peripheral regions of the country and disseminate better ways of thinking for the benefit of the region's future and environment.

To understand this trend, we need to consider the situation of regional production centers. Because many large corporations are moving their factories overseas, the future of these production centers is an important issue in today's Japan. Under these conditions, designers and manufacturers are working together to better utilize the features of materials and technology that have been passed down from the past in specific regions. This exhibition includes many products that apply such traditional materials and techniques. These products demonstrate the capacity of the younger generation now running workshops and factories throughout the country to do things that were previously impossible. These managers are paying attention to the international market and continually searching for new ideas and methods of manufacturing to create products that will please the customer.

Workshops and factories in which designers are involved in the manufacturing process are turning out excellent products in a movement that might be called the "the industrialization of craft," and they are carrying on a spirit of innovation that is part of Japanese tradition. We hope you enjoy seeing the wide-ranging results of their work.

Category

No.1–No.11	Classic Japanese Design
No.12–No.32	Furniture and Housewares
No.33–No.48	Tableware and Cookware
No.49–No.55	Apparel and Accessories
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No.71–No.79	Hobbies
No.80–No.86	Healthcare
No.87–No.91	Disaster Relief
No.92–No.100	Transportation

Japanese Design Today 100

1/100 Electric rice-cooker RC-10

Year
1955
Company
Toshiba Corporation
Designer
Yoshiharu Iwata
URL
www.toshiba.co.jp/design/
E-mail
design-info@ml.toshiba.co.jp

Cooking rice previously involved a number of steps, but this rice cooker made it much simpler. The prototype that led to the high-performance rice cookers of today.

2/100 Sori Yanagi Stainless Saucepan

Year
1997
Company
Satoshoji Corporation
Designer
Sori Yanagi
URL
www.satoshoji.co.jp
E-mail
soumu@satoshoji.co.jp

Steam caused by boiling can be released from the pan by turning its lid 180 degrees. It is highly functional and the rim is indented for pouring.

3/100 Nikon F

Year
Release year 1959
Company
NIKON CORPORATION
Designer
Yusaku Kamekura
URL
-
E-mail
-

Photo:© Nikon Corporation All rights reserved

All-around camera suited to a wide variety of applications, from journalism to science. The simple layout and easily operated buttons and dials made it user-friendly.

4/100 SMALL CLOCK

Year
2007
Company
TAKATA Lemnos Inc.
Designer
Riki Watanabe
URL
www.lemnos.jp
E-mail
info@lemnos.jp

A simple, easy-to-read wall clock designed for personal use (reproduction).

Classic Japanese Design

5/100 Walkman® WM-2

Year
1981
Company
Sony Corporation
Designer
Sony Corporation Creative Center
URL
-
E-mail
-

Photo: ©Sony Corporation

The design of the first generation model was based on an existing casette tape recorder mechanism. “WM-2” was redesigned with a new external structure better suited to the basic concept of enjoying music outdoors.

6/100 STOOL

Year
1956
Company
Y.M.K Nagaoka Co., Ltd.
Designer
Riki Watanabe
Address
www.ymk-pro.co.jp
E-mail
y.m.k@ymk-pro.co.jp

A piece of postwar Japanese furniture that brought a Japanese element into a modern, internationally oriented design.

7/100 Junzo Yoshimura (S7239)

Year
1996
Company
Yamagiwa Corporation
Designer
Junzo Yoshimura
URL
www.yamagiwa.co.jp
E-mail
press@yamagiwa.co.jp

Minimal design consisting of a curving sheet of Japanese paper shade and a steel frame.

8/100 Kikkoman Soy Sauce Dispenser 150ml bottle

Year
1961
Company
Kikkoman Corporation
Designer
Kenji Ekuan
URL
-
E-mail
-

The first soy sauce container in Japan that could be immediately used as a dispenser in the same form in which it was sold. It has been used and enjoyed for over 50 years.

Classic Japanese Design

9/100 G-TYPE SOY SAUCE BOTTLE (S)

Year
1958
Company
HAKUSAN PORCELAIN CO., LTD.
Designer
Masahiro Mori
URL
-
E-mail
-

This simple design made it possible to pour soy sauce without leaving residue in the spout.

10/100 SUBARU 360

Year
1958
Company
Fuji Heavy Industries Ltd.
Designer
Tatsuzo Sasaki
URL
-
E-mail
-

Photo: © Fuji Heavy Industries Ltd.

This postwar car for common people was designed with a very small engine for a four-wheel vehicle. Body weight was lowered with an integral structure (monocoque), now a common feature of many cars.

11/100 SUPER CUB C100 (1958 type)

Year
1958
Company
Honda Motor Co., Ltd.
Designer
Jozaburo Kimura
URL
-
E-mail
-

Photo: Honda Motor Co., Ltd.

A simple, heavy-duty motor bike with a low price produced in the early post-war period.

12/100 soil BATH MAT square

Year
2011
Company
ISURUGI Co., Ltd.
Designer
Aya Sunaguchi
URL
soil-isurugi.jp
E-mail
soil@k-isurugi.jp

Made of diatomaceous earth, a highly absorbent natural material. This porous material quickly absorbs water and water vapor.

13/100 Slim Fan F-S1XJ

Year
2013
Company
Panasonic Ecology Systems Co., Ltd.
Designer
-
URL
panasonic.jp/fan/
E-mail
-

The use of fluid element technology makes blades and louvers unnecessary. The fan sends out a gentle breeze as it sways to and fro.

14/100 No.2001 Pruning Shears

Year
1973
Company
MASAKUNI Co., LTD.
Designer
MASAKUNI Co., LTD.
URL
www.masakuni.com
E-mail
masakuni@masakuni.com

The forged steel handles are designed to fit comfortably in the hands. The spring stop-bases are covered with a special hard rubber to absorb shock. These pruning shears have been on the market for more than forty years and used by many satisfied customers.

15/100 Wind bell “Horn” “marumaru”

Year
Horn: 2002, marumaru: 2004
Company
NOUSAKU CORPORATION
Designer
Horn: Katsuji Nousaku
marumaru: Makoto Koizumi
URL
www.nousaku.co.jp
E-mail
sales@nousaku.co.jp

Windbell manufactured with expertise and techniques developed in Takaoka, Toyama prefecture, a city known for its 400 years’ tradition of cast metal production.

16/100 Casting vessel for mosquito insence coil

Year
2013
Company
MARUDE CHUKI CO., LTD.
Designer
Hiroshi Yamasaki, Miya Suwa
URL
www.ymsk-design.com
E-mail
info@ymsk-design.com

Made by craftsmen in the Kuwana region of Mie prefecture, one of two main industrial casting centers in Japan. The lids come in six different patterns resembling Ise stencils, all designed to evoke the atmosphere of summer.

Furniture and Housewares

17/100 YutanpÖ (hot water bottle)

Year
2012
Company
Ceramic Japan Co., Ltd.
Designer
Masahiro Minami
URL
www.ceramic-japan.co.jp
E-mail
mail@ceramic-japan.co.jp

Hot water bottles, an old-fashioned heating device utilizing hot water, are getting renewed attention lately because of the need to save energy. This product is made of ceramic, so it can be filled with water and heated in a microwave oven.

18/100 GreenFan2+

Year
2013
Company
BALMUDA Inc.
Designer
Gen Terao
URL
www.balmuda.com
E-mail
-

Photo: BALMUDA

Dual structure blade recreates the effect of a natural breeze. Because of its energy-efficient design, the fan consumes only 2W at the lowest power setting. Special batteries enable the fan to be used without a cord for portability.

19/100 LED Desk Light STROKE

Year
2011
Company
Bsize
Designer
Keita Yagi
URL
www.bsize.com
E-mail
info@bsize.com

Produces high-quality light with a general color rendering index over Ra 90. Minimal structure created with 15-mm pipe.

20/100 LED PORTABLE LIGHT

Year
2008
Company
RYOHIN KEIKAKU CO., LTD.
Designer
-
URL
www.muji.net
E-mail
-

Photo: RYOHIN KEIKAKU CO., LTD.

This light can be hung easily from a protrusion such as a door knob. When charged, it lights automatically on HI mode in case of a blackout, so it is extremely useful during emergencies.

Furniture and Housewares

21/100 BUNACOLAMP BL-T562

Year
2005
Company
BUNACO Co., Ltd
Designer
BUNACO Co., Ltd
URL
www.bunaco.co.jp
E-mail
bunaco-international@bunaco.co.jp

This lamp is produced with a unique manufacturing process developed by Bunaco. Beech wood is sliced into a 1-mm ribbon, which is coiled to make a circular base and pushed up in various ways to create rounded forms.

22/100 Light Fitting [IN-EI ISSEY MIYAKE "MOGURA"]

Year
2010
Company
MIYAKE DESIGN STUDIO
Designer
Issey Miyake + Reality Lab.
URL
//mds.isseymiyake.com
E-mail
-

Photo by Hiroshi Iwasaki

The lamp shade is made of nonwoven fabric formed with recycled fiber from plastic bottles. Carefully fabricated by hand according to an original design and developed as a product by Artemide.

23/100 Buddhist altar "Miki"

Year
2011
Company
Marugen Chair Factory Co., Ltd.
Designer
Keita Hanazawa
URL
www.marugenkougei.co.jp
E-mail
marugenk@poplar.ocn.ne.jp

A Buddhist altar designed in collaboration with young artisans to be an attractive part of an everyday living environment. These altars are carefully made to order. The craftsmanship of the joints between each part is a special feature.

24/100 The Folding Screen

Year
1985
Company
KARACHO
Designer
-
URL
www.karacho.co.jp
E-mail
mailto@karacho.co.jp

Karacho, a workshop specializing in *karakami* (woodblock printed paper), was founded in the year 1624 in Kyoto. This screen covered with karakami is constructed by hand with techniques passed down over many years. Karakami is frequently used to cover sliding doors and walls in Japan.

Furniture and Housewares

25/100 FEB DESK

Year
2007
Company
SAKURA SEISAKUSHO INC.
Designer
Yoshifumi Nakamura
URL
www.sakurashop.co.jp
E-mail
info1@sakurashop.co.jp

This style of table, named after the Nigatsudo (Hall of the Second Month) on the grounds of Todaiji temple, has been passed down from ancient times. It is built low so that it can be used by people sitting on the floor and the legs can be folded for storage. Similar tables were used by priests in the dining room at Todaiji.

26/100 PePe chair

Year
2004
Company
Miyazaki Chair Factory Co., Ltd.
Designer
Kazuteru Murasawa
URL
www.miyazakiisu.co.jp
E-mail
info@miyazakiisu.co.jp

The tubes that form the arms of this chair have a square cross section with rounded corners so they fit the hand comfortably. The design utilizes finger joints.

27/100 RINN

Year
2011
Company
ARFLEX JAPAN LTD.
Designer
Taiji Fujimori
URL
www.arflex.co.jp
E-mail
press@arflex.co.jp

Photo: ARFLEX JAPAN LTD.

Hi-tech chair constructed of three standardized parts, one connecting the back and back legs, one connecting the back and front legs, and one connecting back legs and front legs. The parts are brought together from three different directions for assembly.

28/100 Integrated Audio System

Year
2012
Company
Yamaha Corporation
Designer
Masaharu Ono
URL
jp.yamaha.com/products/audio-visual/desktop-audio/isx-b820__j/
E-mail
-

Integrated, free-standing audio set with space-saving minimal design. Comes with a full range of digital audio functions.

Furniture and Housewares

29/100 Coshell Chair

Year
2012
Company
TENDO CO., LTD.
Designer
TENDO CO., LTD.
URL
www.tendo-mokko.co.jp
E-mail
info@tendo-mokko.co.jp

This easily-assembled chair was developed by a company specializing in furniture fabricated with molded plywood. It is designed to convey the joy of furniture making to users.

30/100 Hiroshima Folding chair

Year
2013
Company
Maruni Wood Industry Inc.
Designer
Naoto Fukasawa
URL
www.maruni.com
E-mail
press@maruni.com

Care is taken to coordinate color and wood grain in all parts of the chair. When folded, the chair is only 13 cm thick and looks attractive when stood up against the wall.

31/100 STEP STEP

Year
2008
Company
Nissin Furniture Crafters Co., Ltd.
Designer
Motomi Kawakami
URL
www.nissin-mokkou.co.jp
E-mail
info@nissin-mokkou.co.jp

Shoe horn stool with shoe horn on the seat makes it easier to put on shoes. Built with wooden screws so it can be assembled without tools.

32/100 Massage chair Realpro EP-MA73

Year
2012
Company
Panasonic corporation
Designer
-
URL
panasonic.jp/massage/
E-mail
-

Delicate operations made possible with robot technology. The soft leather covering makes this chair a beautiful part of any room.

Furniture and Housewares

33/100 Pasta case 1.5kg, Copper long 400g, Brass wide 400g, Tin 120g

Year
2010
Company
KAIKADO
Designer
-
URL
www.kaikado.jp
E-mail
info@kaikado.jp

Photo: Kaikado

Copper, brass and tinplate caddies skillfully fabricated by a company founded in 1875. Remarkable for their tight seal and beautiful high-precision finish.

34/100 Kami Glass

Year
2005
Company
Takahashi Kougei inc.
Designer
Takahashi Hidetoshi
URL
takahashikougei.com
E-mail
info@takahashikougei.com

These glasses are carved on a lathe from the wood of Castor aralia. The white wood grain gives an impression of softness and feels soft to the hand.

35/100 Bottle Opener "Frame" "Crescent" "Eclipse"

Year
2009
Company
FUTAGAMI Co., Ltd.
Designer
Masanori Oji
URL
futagami-imono.co.jp
E-mail
info@futagami-imono.co.jp

Photo: FUTAGAMI Bottle Opener

Metal tools in the shape of a crescent moon and solar eclipse. The novel design makes it difficult to discern their function. But they are bottle openers.

36/100 Iron Kettle "AKINOMI-ARARE"

Year
1977
Company
KAMASADA iron casting studio
Designer
Nobuho Miya
URL
-
E-mail
kamasada@feel.ocn.ne.jp

Traditional Japanese iron pot with a form refined through many years of production.

Tableware and Cookware

37/100 Portable Cooking Stove CASSETTE FEU "AMORFO PREMIUM"

Year
2010
Company
Iwatani Corporation
Designer
Hiroaki Watanabe
URL
www.iwatani.co.jp
E-mail
Please check the website.

A portable gas cassette burner with better heating efficiency and a lower gas consumption rate than previous burners.

38/100 Cupmen 1 Hold on

Year
2009
Company
h concept co., ltd.
Designer
Akira Mabuchi
URL
www.h-concept.jp
E-mail
info@h-concept.jp

This device with the form of human figures is used to hold down the cover of an instant ramen noodle cup. The color changes in response to temperature.

39/100 WASARA

Year
2008
Company
WASARA Co., Ltd.
Designer
Shinichiro Ogata
URL
www.wasara.jp
E-mail
info@wasara.jp

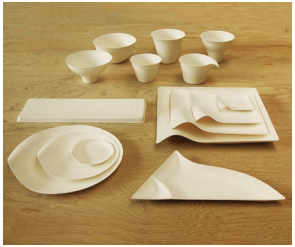


Photo: WASARA Co., Ltd.

Attractive and durable throw-away paper dishes made from tree-free renewable material (mixied pulp of baggage-sugarcane waste, bamboo and reed).

40/100 Vacuum Layer Titanium Cup

Year
2009
Company
Seven seven Co., Ltd.
Designer
Shoko Tsurumoto
URL
www.susgallery.jp
E-mail
info@susgallery.jp

The insulated vacuum structure keeps drinks warm and cold. Multiple colors are created by the method of surface finishing. Despite being made of metal, this cup reflects Japanese taste.

Tableware and Cookware

41/100 WAZUTSU 4 colored tea caddy / 3 colored tea caddy / 2 colored candy box

Year
2010
Company
Fujiki Denshiro Shoten Co., Ltd.
Designer
Kaichiro Yamada
URL
www.fujikidenshiro.co.jp
E-mail
info@fujikidenshiro.co.jp

Traditional tea caddy made of wild cherry bark. Skillfully crafted to show off the natural beauty of the bark.

42/100 Rice Bread Cooker GOPAN SD-RBM1001

Year
2013
Company
Panasonic Corporation
Designer
-
URL
panasonic.jp/cooking/gopan/
E-mail
-

A breadmaker that makes bread not only from wheat flour but also from rice, the main food of Japan.

43/100 Tadafusa: kitchen knife

Year
2012
Company
TADAFUSA Co., Ltd.
Designer
Fumie Shibata
URL
www.tadafusa.com
E-mail
mail@tadafusa.com

The design gives an impression of softness and warmth, but the basic form suggests the cutting function. The handle is made of carbonized wood, tough and bacteria-resistant.

44/100 Plates with Cobalt and Iron Glaze

Year
1989
Company
Shussai kiln
Designer
-
URL
www.shussai.jp
E-mail
pottery@shussai.jp

Sturdy everyday plates with a plain form and deep color created with cobalt blue (gosu) and iron glazes.

Tableware and Cookware

45/100 Ferramica HOTPAN

Year
2008
Company
ITO TEKKO CO., LTD.
Designer
Kab-Design Co., Ltd.
URL
ferramica.com
E-mail
info@ferramica.com

A simple, rugged iron pot made in Kawaguchi, a town known for a long time for metal casting.

46/100 15.0% Ice Cream Spoon 01.vanilla / 02.chocolate / 03.strawberry

Year
2011
Company
TAKATA Lemnos Inc.
Designer
TERADADESIGN ARCHITECTS
Naoki Terada
URL
www.15percent.jp
E-mail
info@lemnos.jp

Spoon designed to transmit the warmth of the user's hand to the ice cream, making it smoother and easier to scoop.

47/100 Jobojinuri (Katakuchi, Urushi bowl)

Year
1980
Company
Joboji Urushiware Craft Company
Designer
Katakuchi: Takashi Iwadate,
Urushi bowl: Tekiseisha
URL
www.city.ninohe.iwate.jp
E-mail
urushi@city.ninohe.iwate.jp

The high-quality lacquerware of Iwate prefecture has a tough, beautiful surface texture that could never be achieved with plastic. The traditional form was developed over many centuries.

48/100 Rice Container

Year
2009
Company
Aizukiritansu Corporation
Designer
-
URL
www.aizukiri.co.jp
E-mail
aizukiri@aizukiri.co.jp

A rice storage container made of paulownia wood, a light wood traditionally used for precisely fitted furniture.

Tableware and Cookware

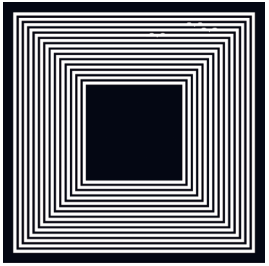
49/100 BAG “Coal”

Year
1998
Company
NUNO Corporation
Designer
Reiko Sudo
URL
www.nuno.com
E-mail
info@nuno.com

NUNO is a company engaged in making contemporary fabrics. This bag is woven by skilled artisans from Fukui prefecture with fishing line (polyester monofilament), creating a satin weave that is light and lustrous.

50/100 Water-Repellent Furoshiki “NAGARE”

Year
2006
Company
Asakura Senpu Co., Ltd.
Designer
Maki Kouno , Jun Ito
URL
www.asakura-senpu.co.jp
E-mail
contact@asakura-senpu.co.jp



This water-proof wrapping cloth can be used to carry things in the rain without getting them wet. When the edges are tied together, it can be used like a bucket to carry up to 10 liters of water.

51/100 TENUKORE

Year
Fire Bird in the Moonlight: 2011 / Turtle-Turtle-Turtle, Sho-Chiku-Bai: 2008 / The scenery of Shizuoka–Spring Mist: 2012
Company
TENUKORE
Designer
Sachiyo Nakamura / Yoko Noguchi / switch design
URL
www.tenukore.com
E-mail
-

A tenugui (all-purpose hand towel made of bleached cotton) woven on a loom from Aichi prefecture and dyed with traditional techniques, including Ise stencil dyeing and chusen (poured dyeing). This is a tenugui made the old way for a new age.

52/100 shimanto newspaper bag

Year
2003
Company
shimanto drama
Designer
Makoto Umebara
URL
www.shimanto-drama.jp
E-mail
info@shimanto-drama.jp

Photo: Copyright shimanto drama

This bag is made of used newspaper. The makers provide teacher training to communicate better ways of thinking about the environment and show people how to fold the bags. A portion of the profits from sales is donated to environmental preservation projects along the Shimanto River.

Apparel and Accessories

53/100 132 5. ISSEY MIYAKE "No.1 Dress"

Year
2010
Company
MIYAKE DESIGN STUDIO
Designer
Issey Miyake + Reality Lab.
URL
//mds.isseymiyake.com
E-mail
-

Photo by Hiroshi Iwasaki

Revolutionary method of making clothing items like shirts, skirts, and pants by folding the cloth in three dimensional patterns and making cuts in certain places. The fabric is made from recycled fibers.

54/100 imagine

Year
2012
(2012-13 autumn winter collection)
Company
minä perhonen
Designer
Akira Minagawa
URL
www.mina-perhonen.jp/
E-mail
-

"minä perhonen" is a fashion brand that utilizes the special characteristics and techniques of regional production centers to create beautiful textiles and apply them to creative fashion. In "imagine 2012–13AW", it achieved to weave a single pictorial image into a jacquard-woven melton fabric.

55/100 FINAL HOME "HOME 1"

Year
1994
Company
A-net Inc.
Designer
Kosuke Tsumura
URL
www.finalhome.com
E-mail
a-info@a-net.com

Photo: ©FINAL HOME

This product can be used as a warm coat and has large pockets to carry personal items. It is useful in emergencies and can help a person survive in a harsh urban environment.

56/100 Ku-wan, Fu-wan

Year
Ku-wan: 2011, Fu-wan: 2012
Company
codomonocoto
Designer
Moritaka Yoshida
URL
www.codomonocoto.jp
E-mail
webmaster@codomonocoto.jp

Three sizes of bowls to suit all members of the family. The rice bowls are Kutani ceramic ware and the soup bowls are Yamanaka lacquer.

57/100 teteo Mugseries (Mugbaby, Mugspout, Mugcup, Mugstraw)

Year
2010
Company
Combi Corporation
Designer
-
URL
www.combi.co.jp
E-mail
-

Photo: Combi Corporation

A series of mugs that follow the progressive development of a baby's mouth. A mother-friendly product.

58/100 TOY Grip, TOY Grip with Globe Bottle

Year
2011
Company
KOTORIKU. Inc.
Designer
Yoshimasa Furushou
URL
www.mokuneji.com
E-mail
info@mokuneji.com

A toy grip made of beech or zelkova wood. It can be attached to a plastic bottle to make it into a rattle.

59/100 First Face Mask for Babies

Year
2011
Company
PIGEON CORPORATION
Designer
-
URL
pigeon.info/
E-mail
-

A mask to prevent infection for infants of age one and a half and up. Small and dome-shaped, it provides plenty of space around the mouth for easier breathing.

60/100 BENTWOOD CYCLE TYPE-01

Year
2009
Company
WORKS GUILD JAPAN CO., LTD.
Designer
Hidenori Ohno
URL
www.wgj.co.jp
E-mail
bentwood@wgj.co.jp

Bicycle made by craftsmen with local beech wood using the traditional bentwood technology unique to Akita prefecture.

Children

61/100 Cowacca

Year
2008
Company
codomonocoto
Designer
Rina Ono
URL
www.codomonocoto.jp
E-mail
webmaster@codomonocoto.jp

A safety strap that can be attached to an adult's belt or bag so a child can hold onto it. Makes outings more fun and carefree.

62/100 WASHI dECO SNOWFLAKE

Year
2009
Company
IEDA PAPER CRAFT, INC.
Designer
Vera Ilyushechkina
URL
www.iedashikou.com/1_100brand/index.html
E-mail
info@iedashikou.com

Photo: 1/100 brand

Decorative snowflakes made of handmade Japanese paper from Mino. They stick to window glass that has been sprayed with water and can be pulled off easily when dry for reuse.

63/100 geografia paper globe

Year
BLANK: 2009/EARTH&SKY: 2011/BASIC: 2013
Company
MARUMO PRINTING CO., LTD.
Designer
BLANK: DRILL DESIGN
EARTH&SKY: AuthaGraph
BASIC: DRILL DESIGN
URL
www.geo-grafia.jp
E-mail
gg@geo-grafia.jp

Photo: Ryoukan Abe

Collapsible paper globe made with special technology developed by a printing company in Kagawa prefecture.

64/100 SHOT NOTE

Year
2011
Company
KING JIM CO., LTD.
Designer
-
URL
www.kingjim.co.jp
E-mail
-

After a special smart phone app is used to scan handwriting, it is automatically digitized and fitted perfectly onto the pages of this notebook using four corner marks.

65/100 mt-masking tape

Year
2008
Company
Kamoi Kakoshi Co., Ltd.
Designer
Koji Iyama
URL
www.masking-tape.jp
E-mail
info@masking-tape.jp

Photo: Kamoi Kakoshi Co., Ltd.

Masking tape made with Japanese paper. Thin, strong, and pulls off easily so it can be used in a variety of ways.

66/100 TSUKUSHI Pen case

Year
2007
Company
TSUKUSHI Stationery shop
Designer
DRILL DESIGN
URL
www.tsu-ku-shi.net
E-mail
info@tsu-ku-shi.net

A pen case made of linen canvas with a zipper. Easy to open and use.

67/100 3120 watermark Note book, 3120 watermark Memo block 5×50

Year
2012
Company
Furukawashiko paper craft Co., Ltd.
Designer
Hiroko Takahashi(HIROCOLEDGE)
URL
3120mino.com
E-mail
info@3120mino.com

A notebook produced in Mino, one of the centers of paper making. It is constructed of paper with a watermark using a special technique.

68/100 1/100 ARCHITECTURAL MODEL ACCESSORIES SERIES

Year
2011
Company
TERADA MOKEI (Naoki Terada + Fukunaga-Print Co., Ltd.)
Designer
Naoki Terada
URL
www.teradamokei.jp
E-mail
info@teradamokei.jp

Photo: Kenji Masunaga

Scenery kit for architectural models. It is made of paper but can be assembled like a plastic model. The simple form accentuates the sense of scale.

69/100 BLOCK 15°

Year
2010
Company
FULL SWING
Designer
FULL SWING
URL
www.fullswing-furniture.com
E-mail
info@fullswing-furniture.com

Small blocks made of plywood with layers of colorful paper between layers of wood, creating stripes on the sides.

70/100 airvase

Year
2010
Company
KAMI NO KOUSAKUJO
(Fukunaga-Print Co., Ltd.)
Designer
TORAFU ARCHITECTS
URL
www.kaminokousakujo.jp
E-mail
info@kaminokousakujo.jp

Photo: Satomi Tomita

A paper container made of a paper disk with cut lines. It can be shaped into many different forms as if it were made of air.

71/100 EOS Kiss X7 (Japan) EOS Rebel SL1 (North America) EOS 100D (Europe/Asia/Oceania)

Year
2013
Company
Canon Inc.
Designer
Hironori Oishi
URL
web.canon.jp/imaging/eosd-e.html
E-mail
-

Small, light digital single-lens reflex camera. It has a compact body and simple controls that will be familiar to many users.

72/100 FM10

Year
Release year 1995
Company
NIKON CORPORATION
Designer
NIKON CORPORATION Imaging Company / Industrial Design Department
Akira Nojima, Arata Ono
URL
-
E-mail
-

Photo: © Nikon Corporation All rights reserved

Film camera with mechanical shutter that operates without batteries. Embodies the history of the Nikon single-lens reflex camera in the present.

73/100 GR

Year
2013
Company
RICOH IMAGING COMPANY, LTD.
Designer
Tatsuo Okuda, Masahiro Kurita, Takashi Ishida
URL
www.ricoh-imaging.co.jp
E-mail
-

Digital camera with sensitive shutter and focus that respond precisely to the intentions of the photographer. The lens allows a variety of photographic expressions, and the texture of the body is very attractive.

74/100 Handycam® HDR-GWP88V

Year
2013
Company
Sony Corporation
Designer
Sony Corporation Creative Center
URL
-
E-mail
-

Photo: ©Sony Corporation

Small, light, upright digital video camera designed for multiple purposes including outdoor use. Water-proof, dust-proof, and shock-proof. With the built-in projector, you can watch the videos you take during trips.

75/100 G-SHOCK MR-G MRG-8100B-1AJF

Year
2008
Company
Casio Computer Co., Ltd.
Designer
-
URL
product-search.casio.jp/wat/g-shock/watch_detail.php?m=MRG-8100B-1AJF&n=4030
E-mail
-

Photo: Casio Computer Co., Ltd.

Top grade model of the G-SHOCK Series, the ruggedly durable watch that first went on sale in 1983. A high-performance timepiece operated by solar power. The tough body is exquisitely crafted for functional beauty with attention to detail.

76/100 Toughpad FZ-A1

Year
2012
Company
Panasonic Corporation Design Company AVC Design Center
Designer
Ryuichirou Hirose
URL
http://panasonic.net/avc/pc/product/full.html
E-mail
-

Industrial tablet for use in harsh environments such as field service, retail and healthcare sites. Withstands water, dust and extreme changes in temperature and humidity. Can survive a 1.2 meter drop.

Hobbies

77/100 KORG kaossilator 2

Year
2012
Company
KORG INC.
Designer
Nobuyuki Kanetaka, Akihiro Oya, Tadahiko Sakamaki
URL
www.korg.co.jp/Product/Dance/kaossilator2/
E-mail
-

Palm size synthesizer that can be used to create and perform various kinds of music using recorded music sources.

78/100 BOSS Compact Series

Year
Since 1977
Company
BOSS Corporation
Designer
BOSS Corporation
URL
www.boss.info/jp/
E-mail
-

An effector that produces a variety of electric guitar sounds. The basic design of the small, durable, functional body has not changed since this product first appeared in 1977.

79/100 HOMESTAR Classic

Year
2013
Company
SEGA TOYS CO., LTD.
Designer
Tetsuya Hayakawa
URL
www.segatoys.co.jp/homestar/
E-mail
-

Photo: ©SEGATOYS

Fully functional optical planetarium designed for home use. It can project 60,000 stars on the ceiling and walls of an ordinary room.

80/100 div stand feel

Year
2011
Company
Medidea. inc medical Design Laboratory
Designer
Noriko Yamamoto, Chiaki Murata
URL
www.medidea.co.jp
E-mail
medidea@medidea.co.jp

Photo: Myou Naoki

This wooden IV stand with its playful colors and form brightens up hospital rooms and helps facilitate communication between patients and healthcare workers.

81/100 Vortex

Year
2011

Company
NISSIN MEDICAL INDUSTRIES CO., LTD.

Designer
Yoshiyuki Yuzuhara (NISSIN), D Art Co., Ltd.

URL
www.wheelchair.co.jp/
www.d-art.jp

E-mail
-

The first general-use, foldable wheel chair in Japan to use carbon fiber in the main frame. The sharp, active lines of the design make it very different from previous wheel chairs.

82/100 AI-WALK

Year
2011

Company
Takano Co., Ltd.

Designer
Kenji Tanaka, Michiko Nishibayashi, Yasufumi Ushio (Design Research Net.); Kensuke Nakamura (Takano Co., Ltd.)

URL
-

E-mail
fukushi@takano-net.co.jp

An effective walking aid with a hook to hold bags or other objects that the user wants to carry. Constructed of aluminum, it is light and can be folded up and carried.

83/100 Omron Basal Thermometer MC-642L

Year
2012

Company
OMRON HEALTHCARE Co., Ltd.

Designer
Fumie Shibata (design studio S, President/Principal designer)

URL
www.healthcare.omron.co.jp

E-mail
-

A thermometer that measures body temperature accurately in only ten seconds. The data can be transferred to a smart phone and changes can be recorded. The colors and forms suggest warmth.

84/100 Body Worn Hearing Instrument ONWA WH-105JJ

Year
2011

Company
Panasonic Hearing Instruments Co., Ltd.

Designer
Corporate Engineering Group 1, Corporate Engineering Center, Panasonic Healthcare Co., Ltd.

URL
-

E-mail
-

New type of hearing aid. Simple to use and attractively designed. Looks like a digital audio player.

Healthcare

85/100 Robot Suit HAL® for Medical Use - Lower Limb Model

Year
2013
Company
CYBERDYNE Inc.
Designer
-
URL
www.cyberdyne.jp
E-mail
-

Photo: Prof. Sankai University of Tsukuba / CYBERDYNE Inc.

This robot suit, a world first, is designed to improve, assist and extend the physical functions of people suffering from spinal injuries, strokes, or other injuries or diseases related to the brain or nervous system. It is a therapeutic device that capture electrical impulses sent from the brain to the muscles with sensors and converts them into physical movement with motors.

86/100 Prosthetic leg for athlete (below knee)

Year
Since 2008
Company
Beautiful Prosthetics Project (Yamanaka Laboratory, The University of Tokyo; Yamanaka Design Laboratory, Keio University), cooperated by Tetsudou Kousaikai (Prosthesis and Orthotic Device Support Center) and Imasen Engineering Corporation
Designer
Shunji Yamanaka
URL - E-mail -

Photo by Yukio Shimizu

A prosthetic leg, designed with scrupulous attention to detail, that helps athletes to run with greater speed and grace.

87/100 Splash-proof Hand Grip Type Megaphones

Year
2005
Company
TOA Corporation
Designer
Shin Azumi
URL
www.toa.co.jp
E-mail
-

Photo: RYO KAIKURA

Small, light weatherproof megaphone. The accompanying battery spacer makes it possible to operate with four rather than six AA batteries.

88/100 RECHARGEABLE RADIO W / LED LIGHT CLOCK

Year
2012
Company
RYOHIN KEIKAKU CO., LTD.
Designer
-
URL
www.muji.net
E-mail
-

Photo: RYOHIN KEIKAKU CO., LTD.

This radio can be charged by turning the crank manually. It can also be used to charge a mobile phone with the attached cable.

89/100 TATAMET BCP

Year
2013
Company
yellow inc.
Designer
Norikatsu (Nick) Morita
URL
www.yellow-inc.com
E-mail
info_1060@yellow-inc.com

This helmet can be folded for storage in a space 35 mm wide and unfolded and worn in an emergency. It is easy to carry.

90/100 ISHINOMAKI BENCH / AA STOOL

Year
2011 (Bench) / 2012 (Stool)
Company
ISHINOMAKI LABORATORY
Designer
Keiji Ashizawa (Bench),
TORAFU ARCHITECTS (Stool)
URL
ishinomaki-lab.org/
E-mail
info@ishinomaki-lab.org

Photo: Yoshitsugu Fuminari

Simple, functional stool and bench from the Ishinomaki Laboratory. The workshop was opened after the Great Eastern Japan Earthquake.

91/100 QUICK SPACE 72H

Year
2010
Company
Daiichi Construction Co., Ltd
Designer
Eiki Asada
Takafumi Isobe (GK Sekkei Inc.)
URL
www.qs72.com
E-mail
toyooka@daiichi-const.co.jp

A safe temporary structure composed of light, tough polypropylene board. The form can be changed depending on how it will be used, and the structure can be set up within 72 hours after the occurrence of a disaster.

92/100 HELMZ SSSD SR1

Year
2013
Company
BRIDGESTONE CYCLE CO., LTD.
Designer
-
URL
www.bscycle.co.jp
E-mail
-

Sport bicycle equipped with a revolutionary drive mechanism, a single-speed carbon belt drive. Jointly developed by a bicycle maker and a fashionable apparel company.

93/100 HYDEE.B

Year
2011
Company
BRIDGESTONE CYCLE CO., LTD.
Designer
-
URL
www.bscycle.co.jp
E-mail
-

Stylish electrically assisted bicycle equipped with a safe and convenient child seat. Designed especially for mothers and fathers of young children.

94/100 EC-03

Year
2010
Company
Yamaha Motor Co., Ltd.
Designer
Yuuta Tachimori (Design Center, Yamaha Motor Co., Ltd.)
URL
www.yamaha-motor.eu/eu/products/electric-vehicles/commuters/ec-03.aspx
E-mail
-

This light-weight, compact electric motor bike makes a remarkably low environmental impact. It can be charged from an ordinary electrical outlet.

95/100 SUPER CUB C110

Year
2012
Company
Honda Motor Co., Ltd.
Designer
-
URL
-
E-mail
-

Photo: Honda Motor Co., Ltd.

The largest selling motor bike in the world (went on sale in 1958). The basic original design continued to influence the 2012 model. This tough and fuel-efficient bike can be seen racing about throughout the world.

96/100 PRIUS

Year
2009
Company
TOYOTA MOTOR CORPORATION
Designer
-
URL
-
E-mail
-

Photo: TOYOTA MOTOR CORPORATION

Third generation model of the Toyota PRIUS, the first mass-produced hybrid car in the world (the first PRIUS went on sale in 1997). Designed with the most advanced aerodynamics for better fuel economy.

Transportation

97/100 Nissan LEAF

Year
2009
Company
Nissan Motor Co., Ltd.
Designer
Nissan Global Design Center,
Nissan Motor Co.,Ltd.
URL
www.nissan-global.com
E-mail
-

The first mass-produced, zero-emission electric car in the world. Energy efficiency is maximized with an aerodynamic design.

98/100 WAGON R

Year
2012
Company
SUZUKI MOTOR CORPORATION
Designer
-
URL
www.globalsuzuki.com
E-mail
-

Photo: SUZUKI MOTOR CORPORATION

This car is given a large interior space within the Japanese standards set for “mini vehicles” by increasing overall height. First went on sale in 1993. It is light in weight and employs advanced technology that makes it environmentally friendly.

99/100 HondaJet

Year
2013
Company
Honda Aircraft Company, LLC
Designer
-
URL
-
E-mail
-

Photo: Honda Motor Co., Ltd.

First business jet produced by Honda. Light, compact engines mounted on the main wings allow more space for baggage and passengers.

100/100 Shinkansen Series N700 Advanced

Year
2013
Company
Central Japan Railway Company
Designer
-
URL
www.jr-central.co.jp
E-mail
-

Photo: Central Japan Railway Company

High-speed train that continues to evolve through application of the latest technology. The top speed is now 300 kilometers per hour. The environmental performance and ride quality has been improved.

JAPANESE DESIGN TODAY 100

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